

CONTRACT

www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

And:

Shorr Johnson Magnus
1831 Chestnut Street
Philadelphia, PA 19103

Contract / Revision 948325 /		Alt Order # 06303523
Product SHERROD BROWN OH SEN		
Contract Dates 09/05/12 - 09/10/12		Estimate #
Advertiser Brown/D/Senate		Original Date / Revision 09/04/12 / 09/04/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Mica Hansen	Sales Office HRP -Washington
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	09/05/12	09/07/12	6-7a news	6-7a		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	--WTF--				3	\$800.00			
N 2	WLWT	09/10/12	09/10/12	6-7a news	6-7a		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	1-----				1	\$800.00			
N 3	WLWT	09/05/12	09/07/12	NBC Today Show	7-9a		:30			NM	6	\$7,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	--WTF--				6	\$1,200.00			
N 4	WLWT	09/10/12	09/10/12	NBC Today Show	7-9a		:30			NM	2	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	2-----				2	\$1,200.00			
N 5	WLWT	09/05/12	09/07/12	7-730p	7-730p		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	--WTF--				3	\$800.00			
N 6	WLWT	09/10/12	09/10/12	7-730p	7-730p		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	1-----				1	\$800.00			
N 7	WLWT	09/05/12	09/07/12	NBC Tonight Show	1135-1237a		:30			NM	3	\$1,950.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	--WTF--				3	\$650.00			
N 8	WLWT	09/10/12	09/10/12	NBC Tonight Show	1135-1237a		:30			NM	1	\$650.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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948325 /	06303523

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/05/12 - 09/10/12	SHERROD BROWN OH	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Brown/D/Senate	09/04/12 / 09/04/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$650.00			
Totals											20	\$18,600.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	20	\$18,600.00	\$15,810.00
Totals	20	\$18,600.00	\$15,810.00

Signature: _____ **Date:** _____

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